IN THE CLAIMS

Claims 1—61 (Canceled).

62. (Currently Amended) A system comprising:

a transmitter to transmit an info segment including a ~~unique~~ content identifier to specify one particular content item, said info segment also including an interruption point specifier to identify a condition that, if detected <u>during the display of the particular content item,</u> will cause the display of an advertisement to replace the display of said one particular content item, wherein <u>prior to a use of the particular content item,</u> the place in the content where the ~~occurrence of said condition~~ <u>replacement</u> might happen<u>, as a result of the detection of the condition</u> during use of said one particular content item<u>,</u> is not known; and

a storage to store said info segment until said info segment is transmitted to a receiver.

63. (Previously Presented) The system of claim 62 wherein said storage to store an info segment including a plurality of fields, one field comprising said interruption point specifier, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock; and

said transmitter to transmit said info segment separately from said particular content item.

64. (Previously Presented) The system of claim 62 wherein said storage to store an electronic programming guide having a program identifier and an associated info segment.

65. (Previously Presented) The system of claim 62 wherein said system is a television broadcaster.

66. (Previously Presented) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver upon request.

2

67.   (Previously Presented) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver without a request.

68.   (Previously Presented) The system of claim 62 including an info segment generator to insert a content identifier and an interruption point specifier in said info segment.

69.   (Previously Presented) The system of claim 68 including an ad entry generator to insert said interruption point specifier in said info segment as an ad entry parameter, and to insert another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

70.   (Previously Presented) The system of claim 62 including a receiver to receive said info segment from an external source.

71.   (Currently Amended) A method comprising:
        associating one info segment with one particular content item;
        associating an interruption point indicator with said one info segment, the interruption point indicator to indicate a condition[[,]] that, if satisfied, will cause an advertisement to be displayed in place of said one particular content item, the ~~timing~~ placement of any advertisement due to the satisfaction of said condition during play of said one particular content item not predetermined ~~unknown~~ when said interruption point indicator is associated with said one info segment; and
        delivering said info segment together with said interruption point indicator to a receiver.

72.   (Currently Amended) The method of claim 71 including inserting a ~~unique~~ content identifier in said info segment, said content identifier to indicate the one particular

content item with which said info segment is associated.

73.   (Previously Presented) The method of claim 71 including inserting an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

74.   (Previously Presented) The method of claim 71 including delivering said info segment in response to a request from a receiver, said delivery of said info segment other than with said one particular content item and said advertisement.

75.   (Previously Presented) The method of claim 71 including pushing said info segment to a receiver.

76.   (Previously Presented) The method of claim 71 wherein delivering said info segment includes transmitting said info segment over an airwave.

77.   (Previously Presented) The method of claim 71 wherein delivering said info segment includes delivering said info segment over a packet-switched network.

78.   (Previously Presented) The method of claim 71 wherein delivering said info segment includes delivering said info segment on a recordable medium.

79.   (Currently Amended) A computer-readable medium storing instructions that[[, if]] are executed[[,]] to enable a system to:
        associate an info segment with a content item;
        associate an interruption point indicator with said info segment, the interruption point indicator to ~~indicate a point in the content item associated with said info segment to insert an advertisement~~ identify a condition that is detectable during use of said content item and if detected will cause an advertisement to be displayed, otherwise, if the condition is not detected

4

no advertisement will be displayed, the point at which any advertisement is displayed due to the detection of the condition unknown prior to the use of the content item; and

        deliver said info segment including said interruption point indicator to a receiver.

80.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to insert a content identifier in said info segment, said content identifier to indicate the content item with which said info segment is associated.

81.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to insert an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

82.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to deliver said info segment in response to a request from a receiver.

83.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to push said info segment to said receiver.

84.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to transmit said info segment over an airwave.

85.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to deliver said info segment over a

packet-switched network.

86.   (Currently Amended) The computer-readable medium of claim 79 further storing instructions that[[, if]] are executed[[,]] to enable the system to write said info segment on a transferable, recordable medium.

87.   (New) The computer-readable medium of claim 79 further storing instructions that are executed to enable the system to associate an interruption point indicator that identifies a play-specific condition with said info segment.

88.   (New) The system of claim 62 wherein said transmitter is to transmit an info segment including an interruption point specifier to identify a user-initiated pause as said condition.

89.   (New) The system of claim 62 wherein said system is a computer.

90.   (New) The method of claim 71 wherein associating an interruption point indicator with said one info segment includes associating an interruption point indicator that indicates that a user-initiated pause is said condition with said info segment.